

## **ABSTRACT OF THE DISCLOSURE**

Apparatus for driving a cholesteric liquid crystal display wherein the display includes cholesteric liquid crystals having a first planar reflective state and a second transparent focal conic state, which is respectively responsive to different applied fields; an addressing structure having rows and columns of conductors arranged so that when a column and a row overlap, they define a selectable pixel or segment to be viewable or non-viewable; the apparatus being adapted to switch between a first and a second fixed voltage.